

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1.-3. (Canceled)

4. (Currently amended) An ~~information~~ **advertisement** distribution system **comprising connected via an information network with** at least a video content storage means which stores video contents, an advertisement storage means which stores advertisement materials, and a video content distribution server which selectively reads requested video contents from the video content storage means, and distributes, via ~~[[a]]~~ **an information** network, the video content to a viewer terminal that has made a request, and the system **further** comprises,

a viewer database, which stores at least information about a minimum unit category to which each viewer belongs, and information about the viewing history for each viewer,

an advertisement distribution condition database, which stores at least, for each advertisement, information about the desired number of reproductions for the advertisement during a planned time period and information about specifications of increasing or decreasing with respect to each minimum unit category and time period,

a means for predicting the number of distribution demands, which predicts the number of demanded distributions within the time period for each minimum unit category, based on the information on the viewing history of all viewers,

a means for calculating the number of planned distributions, which calculates the number of planned distributions of each advertisement for each minimum unit category, so as to balance the number of desired advertisements of each advertisement for each minimum unit category and the number of requested distributions for each minimum unit category,

a means for generating a random extraction advertising list, which generates an advertising list for each minimum unit category, wherein the extraction probability for each advertisement in the case of random extraction is the ratio of the planned number of distributions of each advertisement for each minimum unit category to the accumulated total for each minimum unit category of the planned number of distributions of all the advertisements,

a means for handicap application, which, when performing random extractions, applies a handicap, based on the information about specification of increasing or decreasing, each time to the remaining number of distributions of each advertisement comprised by each advertising list, so that the mean extraction probability is maintained over the time period, while causing a deviation in the extraction probability distribution between each advertising list at each random extraction,

a means for random extraction, which performs ~~selection and~~ random extraction with respect to the advertising list corresponding to a minimum unit category to which the distribution demand terminal belongs, based on the remaining number of distributions of each advertisement to which a handicap has been applied, so as to select one advertisement,

a means for generating a distribution list, which generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the means for random extraction until the demanded advertisement slots are filled, while updating the advertising list so that the extraction probabilities for the next time reflect the results of the extraction,

a means for managing a distribution list, which stores the distribution list and outputs the list to an advertisement material distribution server, and

an advertisement material distribution server which, based on the distribution list, sequentially and selectively reads a corresponding advertisement material from the advertisement material storage means, and **distribute the corresponding advertisement via the information network to a demand terminal which has made a request so as to be inserted into the video content distributed from the video content distribution server** when the video content is

~~distributed via the information network to a distribution demand terminal which has made a request, performs a linked distribution of the advertisement material.~~

5. (Currently amended) The **information advertisement** distribution system of claim 4, wherein the means of generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the means for random extraction until the demanded advertisement slots are filled, while updating each number of planned distributions of the advertising list by reducing the number of planned distributions so that there is no return to the advertising list for the extracted advertisement.

6. (Currently amended) The **information advertisement** distribution system of claim 4, wherein the means for generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the means for random extraction until the demanded advertisement slots are filled, while multiplying the extraction probability of each advertisement by a corresponding correction coefficient and updating the extraction probability of each advertisement in the advertising list so that the extraction probability for the next time reflects the extraction results.

7. (Currently amended) The **information advertisement** distribution system of claim 4, wherein the advertisement distribution condition database further stores a minimum unit category classification for each advertisement, and the system further comprises

a means for minimum unit category classification which performs a detailed division, into minimum categories, of the categories for all the advertisements desired to be distributed during the time period, and

assigning the increase or decrease specifications stored in the advertisement distribution condition database to the corresponding minimum categories, and then storing the specifications again.

8. (Currently amended) The ~~information~~ advertisement distribution system of claim 4, wherein the means for calculating the number of planned distributions, in order to increase or decrease the initially allocated number of reproductions for the advertisement for the specified category for each advertisement in accordance with the target specification, performs a uniform flexible adjustment between the initially allocated number and the number of reproductions for the advertisement for categories without target specification for the advertisement; and uses each of the number of reproductions for the advertisement to which the increase or decrease adjustment has made as the planned number of distributions for each minimum unit category, so that the overall number of reproductions for the advertisement comprised in each minimum unit category agrees with the number of distribution demands for each minimum unit category, while maintaining the ratio of the number of reproductions for each advertisement for each minimum unit category to the overall number of planned reproductions for advertisements comprised in each minimum unit category after the flexible adjustment.

9.- 40. (Canceled)

41. (Currently amended) An ~~information~~ advertisement distribution method comprising connecting through an information network to at least ~~storing~~ a video content storage means which stores video contents, ~~storing~~ an advertisement ~~material~~, storage means which stores advertisement materials, and a video content distribution server which selectively ~~reading~~ reads a requested video ~~content~~ contents from the video content storage means, and distributing distributes via ~~[[a]]~~ an information network the video content to a viewer terminal that has made a request, and the method further comprises the steps of:

storing at least information about a minimum unit category to which each viewer belongs, and information about the viewing history for each viewer,

storing at least, for each advertisement, information about the desired number of reproductions for the advertisement during a planned time period and information about specifications of increasing or decreasing with respect to each minimum unit category and time period,

predicting the number of distribution demands within the time period for each minimum unit category, based on the information on the viewing history of all viewers,

calculating the number of planned distributions of each advertisement for each minimum unit category, so as to balance the number of desired advertisements of each advertisement for each minimum unit category and the number of distribution demands for each minimum unit category,

generating a random extraction advertising list for each minimum unit category, in which the extraction probability for each advertisement in the case of random extraction is the ratio of the planned number of distributions of each advertisement for each minimum unit category to the accumulated total for each minimum unit category of the planned number of distributions of all the advertisements,

applying handicap, wherein a handicap is applied, based on the information about specification of increasing or decreasing, each time of random extractions to the remaining number of distributions of each advertisement comprised by each advertising list, so that the mean extraction probability is maintained over the time period, while causing a deviation in the extraction probability distribution between each advertising list at each random extraction,

extracting one advertisement by selecting and performing random extraction with respect to the advertising list corresponding to a minimum unit category to which the distribution demand terminal belongs, based on the remaining number of distributions of each advertisement to which a handicap has been applied,

generating a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements until

the demanded advertisement slots are filled, while updating the advertising list so that the extraction probabilities for the next time reflect the results of the extraction,

storing the distribution list and outputting the list to an advertisement material distribution server, **and**

sequentially and selectively reading a corresponding advertisement material from advertisement storage mean based on the distribution list, and

distributing the corresponding advertisement material from the advertisement material distribution server via the information network to demand terminal which has made a request so as to be inserted into the video content distributed from the video content distribution when the video content is distributed ~~via the information network to a distribution demand terminal which has made a request, performing a linked distribution of the advertisement material.~~

42. (currently amended)) The **information advertisement** distribution method of claim 41, wherein the step of generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the step of extracting one advertisement until the demanded advertisement slots are filled, while updating each number of planned distributions of the extracted advertisement by reducing it so that there is no return to the advertising list for the random extraction.

43. (Currently amended) The **information advertisement** distribution method of claim 41, wherein the step of generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the step of extracting one advertisement until the demanded advertisement slots are filled, while multiplying the extraction probability of each advertisement by a corresponding correction coefficient and updating the extraction probability

of each advertisement in the advertising list so that the extraction probability for the next time reflects the extraction results.

44. (Currently amended) The **information advertisement** distribution method of claims 41, wherein the method comprises the steps of:

storing a category classification for each advertisement,

finely dividing the categories for all the advertisements desired to be distributed during the time period, into minimum categories, and

assigning the stored increase or decrease specifications to the corresponding minimum unit categories, and then storing the specifications again.

45. (Currently amended) The **information advertisement** distribution method of claim 41, wherein the step of calculating the number of planned distributions, in order to increase or decrease the initially allocated number of reproductions for the advertisement for the specified category for each advertisement in accordance with the target specification, performs a uniform flexible adjustment between the initially allocated number and the number of reproductions for the advertisement for minimum unit categories without target specification for the advertisement; and uses each of the number of reproductions for the advertisement to which the increase or decrease adjustment has made as the planned number of distributions for each minimum unit category, so that the overall number of reproductions for the advertisement comprised in each minimum unit category agrees with the number of distribution demands for each minimum unit category, while maintaining the ratio of the number of reproductions for each advertisement for each minimum unit category to the overall number of planned reproductions for advertisements comprised in each minimum unit category after the flexible adjustment.

46. – 79. (Canceled)

80. (Currently amended) An ~~information advertisement~~ distribution system that distributes each ~~information advertisement~~ material from an ~~information advertisement~~ distribution server to an information demand terminal via an information network, where the system comprises:

a means for managing the number of distributions, where the means stores the planned number of distributions during a period of time for each ~~information advertisement~~ material, the actual number of distributions already made for each ~~information advertisement~~ material, and the remaining number of distributions for each ~~information advertisement~~ material, which is the difference between these two numbers of distributions,

a means for generating advertising list, where the means generates an advertising list for extraction of each time period, in which the extraction probability for each ~~information advertisement~~ material in the case of random extraction is the ratio of the remaining number of distributions for each ~~information advertisement~~ material to the accumulated total of the remaining number of distributions for each ~~information advertisement~~ material at that point in time,

a means for handicap application, which, when performing random extractions, applies a handicap, based on information about specification of increasing or decreasing, each time to the remaining number of distributions of each ~~information advertisement~~ material comprised by the advertising list, so that the mean extraction probability is maintained over the time period, while causing deviation in the extraction probability distribution between each advertising list at each random extraction, **and**

a means for random extraction, where the means performs random extractions with respect to the advertising list of the corresponding time period, based on the remaining number of distributions of each ~~information advertisement~~ material to which a handicap has been applied, so as to extract one ~~information material advertisement material~~, and

an advertisement material distribution server wherein which distributes an extracted ~~information advertisement~~ material ~~is distributed~~ via the information network ~~from the information distribution server~~ to the distribution demand terminal, wherein an addition is



made to the actual number of distributions already made, a subtraction is made from the remaining number of distributions based on the results of the distribution, and wherein the advertising list is updated so that the distribution results are reflected in the extraction probabilities for next time.

81. (Currently amended) An ~~information~~ advertisement distribution method that distributes each ~~information~~ advertisement material from an ~~information~~ advertisement distribution server to an information demand terminal via an information network, where the method comprises the steps of:

managing the number of distributions, wherein the planned number of distributions during a period of time for each ~~information~~ advertisement material, the actual number of distributions already made for each ~~information~~ advertisement material, and the remaining number of distributions for each ~~information~~ advertisement material, which is the difference between these two numbers of distributions, are stored,

generating an advertising list for extraction of each time period, in which the extraction probability for each ~~information~~ advertisement material in the case of random extraction is the ratio of the remaining number of distributions for each ~~information~~ advertisement material to the accumulated total of the remaining number of distributions for each ~~information~~ advertisement material at that point in time,

applying handicap, wherein, when performing random extractions, a handicap is applied, based on information about specification of increasing or decreasing, each time to the remaining number of distributions of each ~~information~~ advertisement material comprised by the advertising list, so that the mean extraction probability is maintained over the time period, while causing deviation in the extraction probability distribution between each advertising list at each random extraction,

extracting one ~~information~~ advertisement material by performing a random extraction with respect to the advertising list of the corresponding time period, based on the

remaining number of distributions of each ~~information~~ advertisement material to which a handicap has been applied, ~~and,~~

distributing the extracted ~~information~~ advertisement material from an advertisement distribution server via the information network to the distribution demand terminal, and

updating the advertising list so that the distribution results are reflected in the extraction probabilities for next time.